EXHIBIT 2

EXHIBIT B

Original Bates	Re-produced with Redactions
META3047MDL-035-00004050	META3047MDL-085-00000271

REDACTED, PRODUCED VERSION

UNDER SEAL

Youth X-Meta Planning: Phase II kickoff with App POCs

A/C Priv

April 2022

Ex. B (Redacted), Page 1

Youth X-Meta Planning Task Force:

Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.

Phase 1: Youth "State of the Union" (completed)
- Youth Framework
- State and gaps identified
- Northstar

Phase 2: Youth Plan & H2 Roadmap ←——— Focus for next 2 weeks
- Plan / Prioritization
- Trade-Offs / Staffing
- External Engagement

Ex. B (Redacted), Page 2

Agenda
Youth X-Meta

Phase 1 (SOTU): Recap

Phase 2 (Plan)

Next Steps

META3047MDL-085-00000273

Phase I (SOTU) Executive Summary

- **Goal:** Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.

- Context: New regulations focused on age appropriate design are being passed around the world. ████████████████████████

  Additionally, lost trust with parents is now top driver reported by teens for not joining Instagram.

- **Our Approach:** We've created a framework, informed by teens/parents/guardians, experts and existing/upcoming regulations, to evaluate our X-Meta products holistically. We collected the current state across all apps, in collaboration with leads from product/policy/central privacy/legal, and formed a gap analysis. Our next phase is to finalize a x-Meta H2'22 roadmap.

- ████████████████████████████████

- ████████████████████████████████

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

Ex. B (Redacted), Page 4

x-Meta Youth: Current State

Ex. B (Redacted), Page 5

Ex. B (Redacted), Page 5

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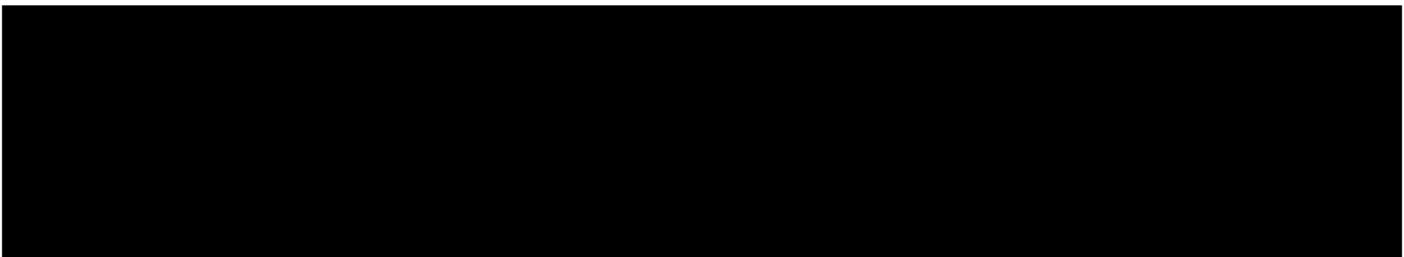
Exec Review Feedback

1. Aligned on the overall framework and high level gaps.
2. More specifics on what's underlying the color coding.
3. Flesh out the proposed strategy, including comms and external engagement.
4. (Offline from ▮▮▮▮ Wants to ensure PG leads are aware of staffing needed to address gaps.

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

Ex. B (Redacted), Page 6

Agenda
Youth X-Meta

Phase 1 (SOTU): Recap

Phase 2 (Plan)

Next Steps

Ex. B (Redacted), Page 7
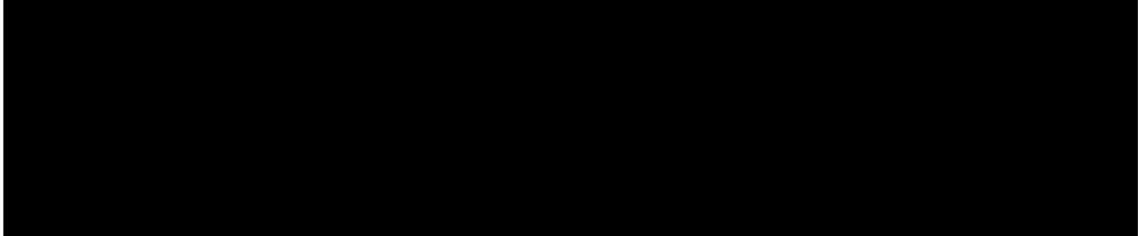
What we need to align on?

- **18 month goal: Meta's "Youth Standard" across Youth areas.**
- **6 month goal: What are we actually planning to accomplish next half?**
- **Staffing: What is the current staffing and gaps we have to achieve the 6-18 months goals?**
- **Open questions: What open questions do we have for each area?**

█████ **to walk through data collection process...**

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices

Agenda
Youth X-Meta

Phase 1 (SOTU): Recap

Phase 2 (Plan)

Next Steps

META3047MDL-085-00000279
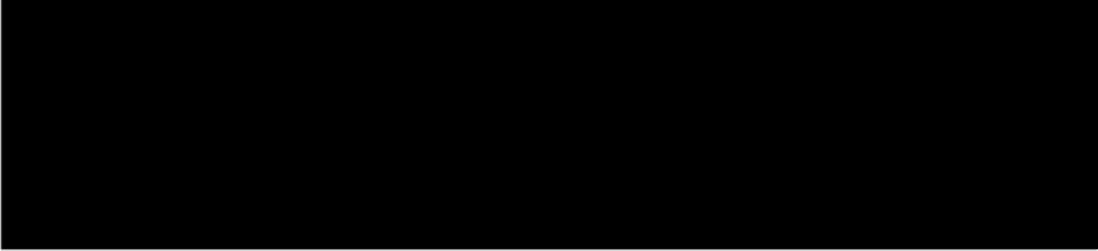
Next Steps

* 5/3 (Today): Phase 2 bottoms up plan/staffing kick off
* **5/5: Phase 2 bottoms up plan/staffing reviews and collection (in scorecard quip)**
* **5/6 (EOW): Final Draft ready and shared with Youth/App Drivers**
* **5/10: Pre-Review with Exec stakeholders** ▮▮▮▮▮▮▮▮ **et al)**
* **5/13: Review Plan with** ▮▮▮▮▮

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

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Ex. B (Redacted), Page 10   META3047MDL-085-00000280

Appendix

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Ex. B (Redacted), Page 12

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Ex. B (Redacted), Page 13

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Ex. B (Redacted), Page 14

Ex. B (Redacted), Page 15

Ex. B (Redacted), Page 16
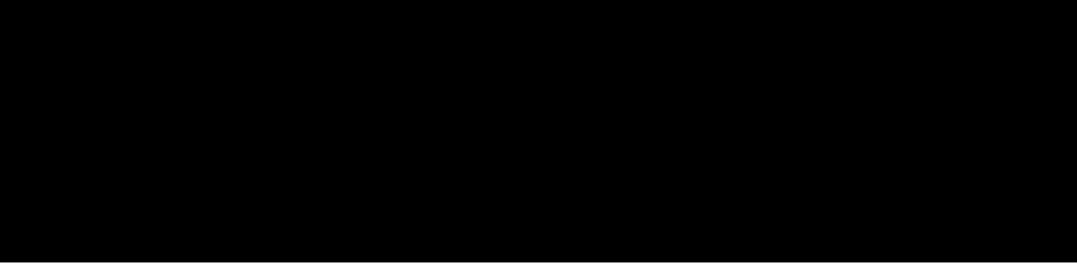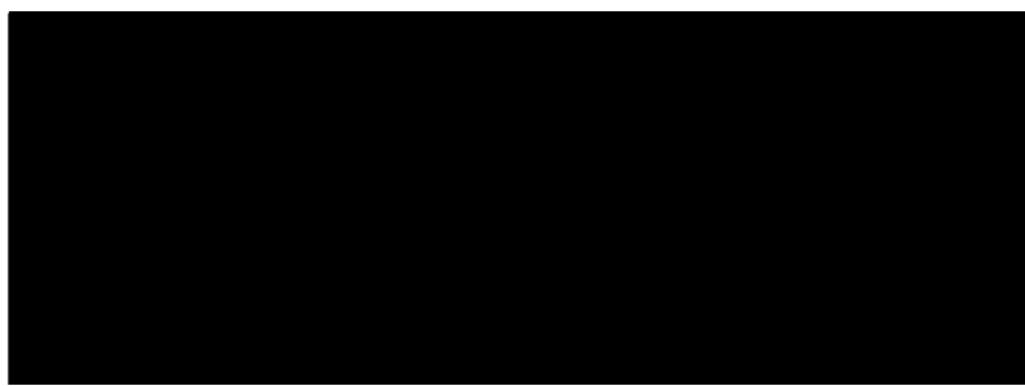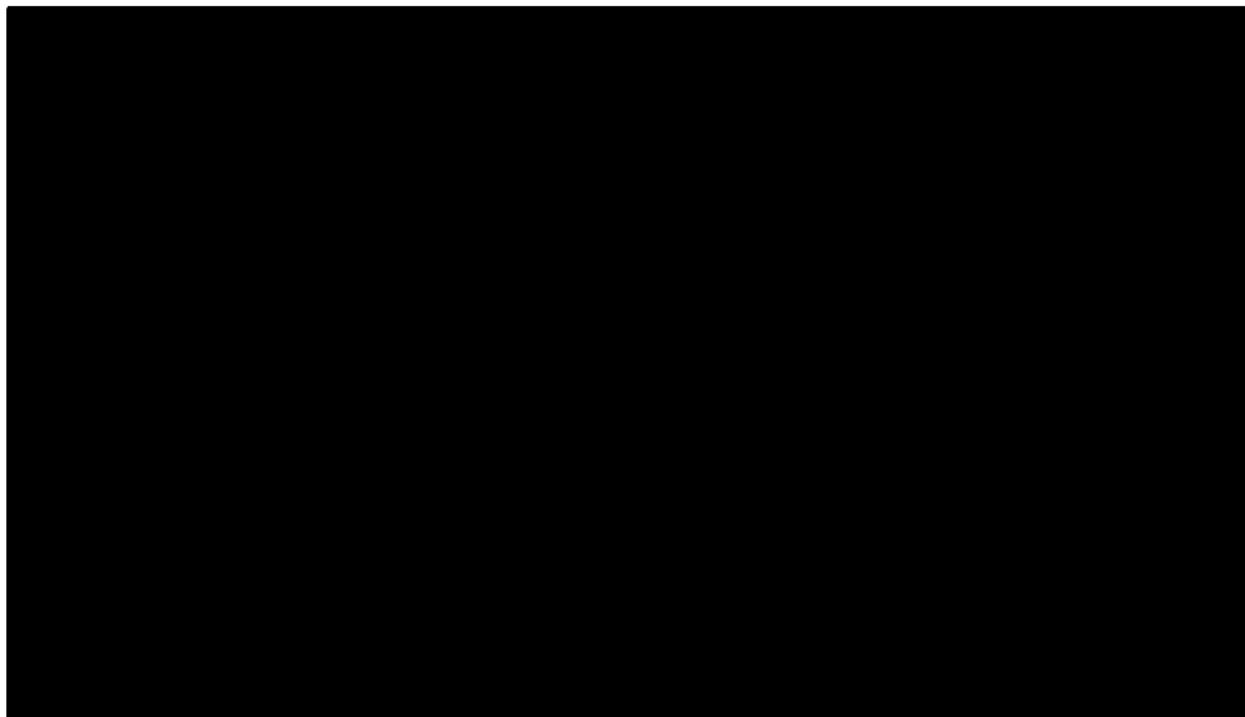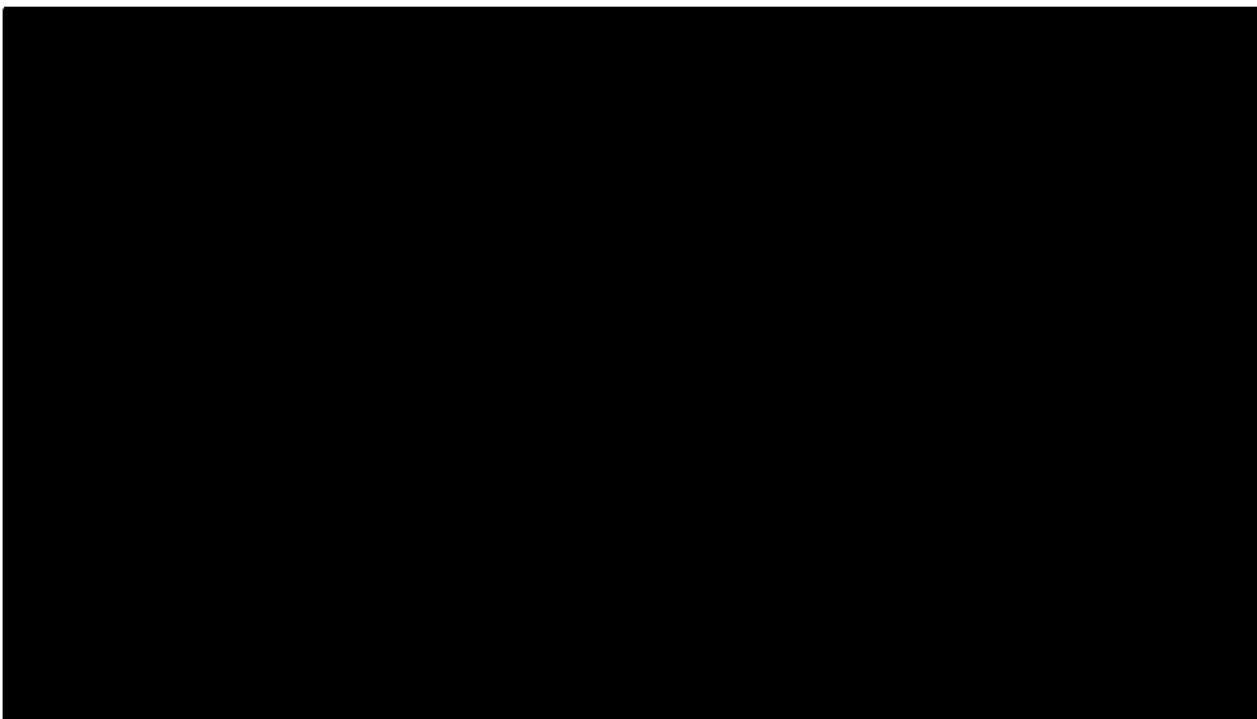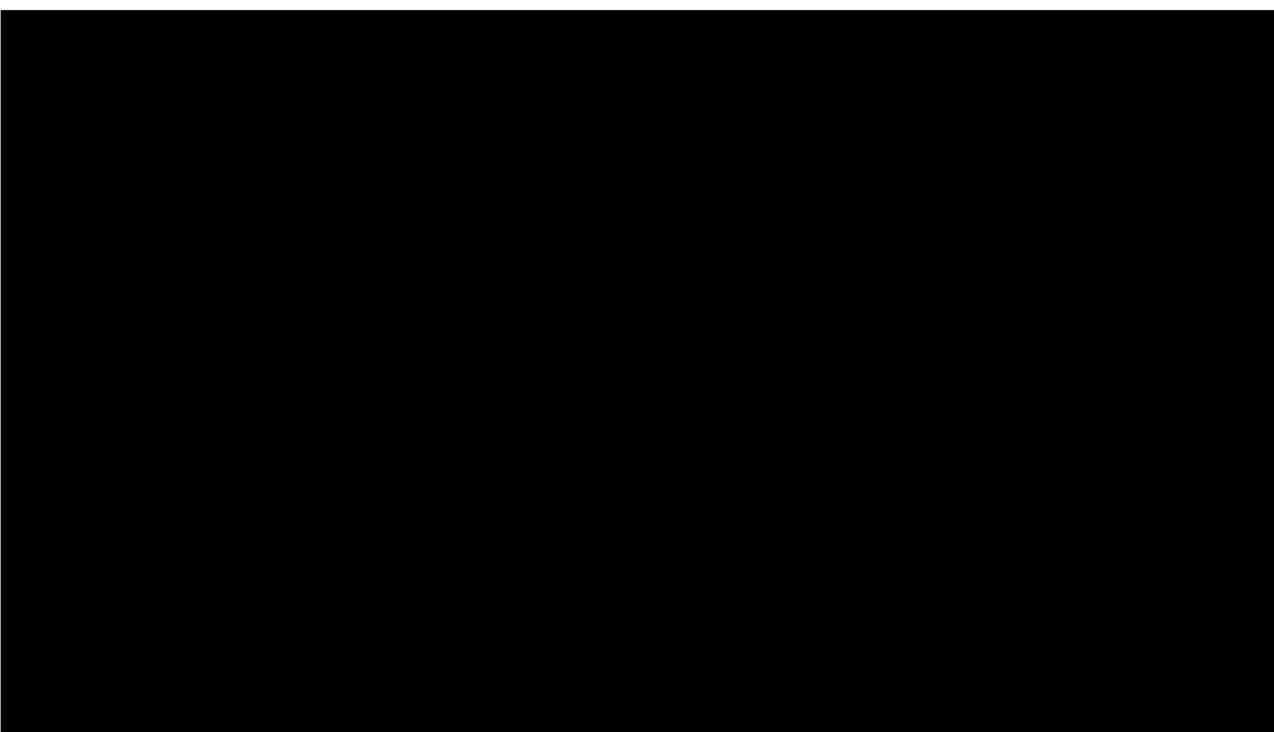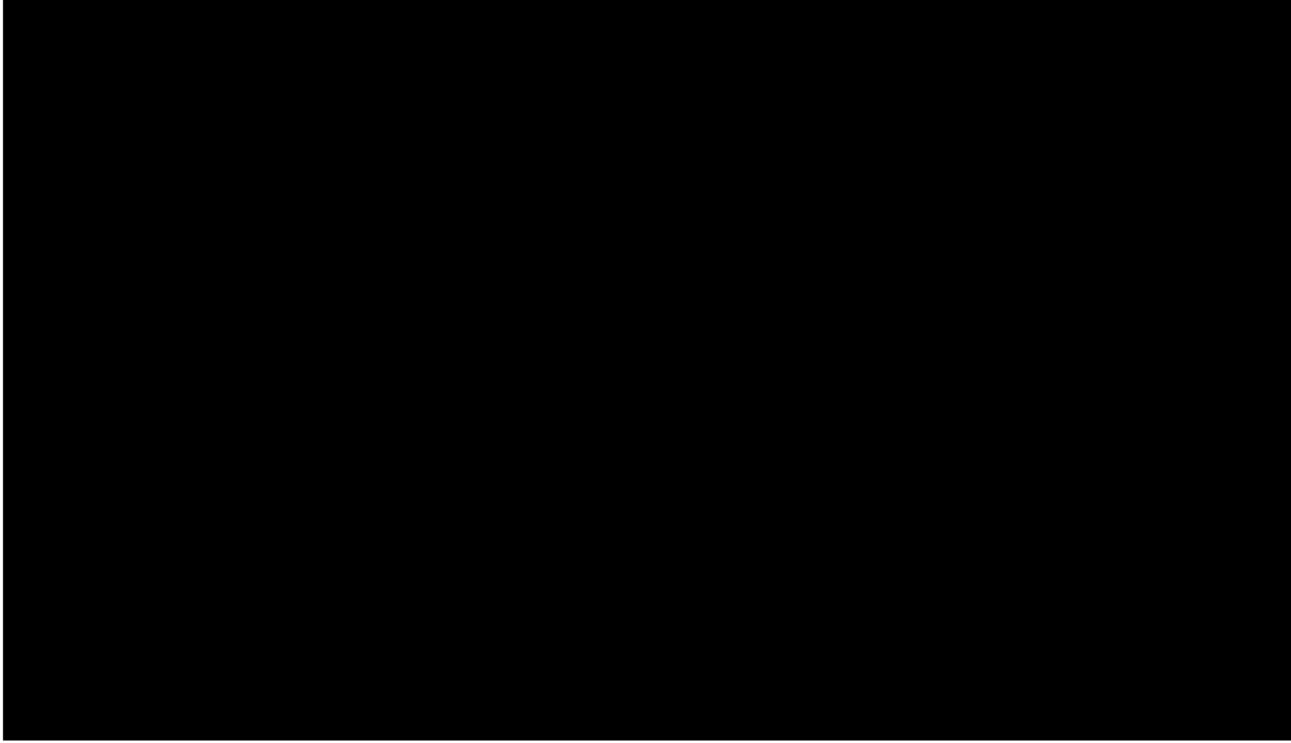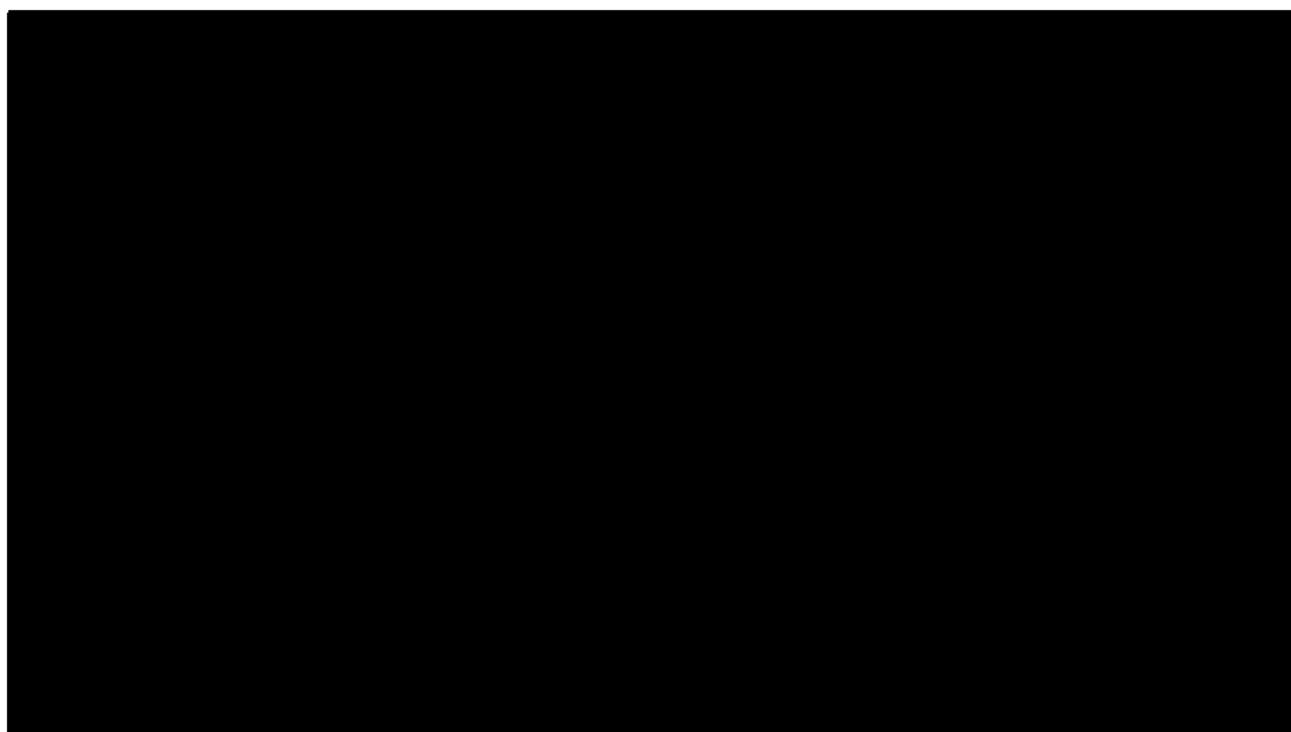
Pre-Read
State of Union Details by Youth Area

META3047MDL-085-00000287

x-Meta Youth: Current State

Ex. B (Redacted), Page 18

Ex. B (Redacted), Page 19

META3047MDL-085-00000289

Ex. B (Redacted), Page 20

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Ex. B (Redacted), Page 21

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Ex. B (Redacted), Page 22

Ex. B (Redacted), Page 23

Ex. B (Redacted), Page 24
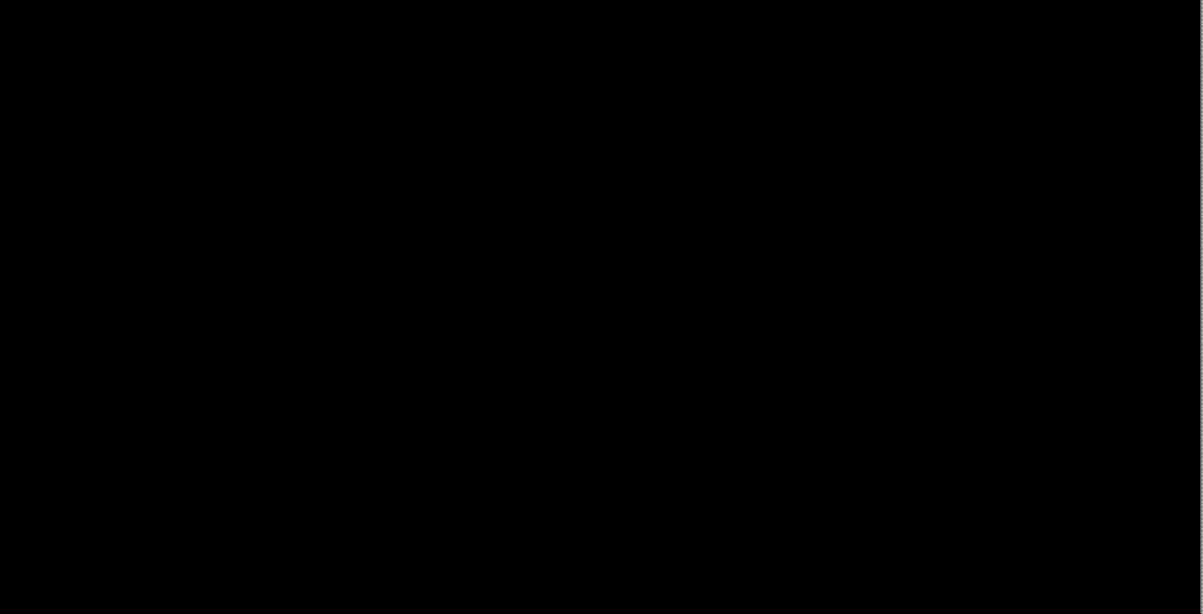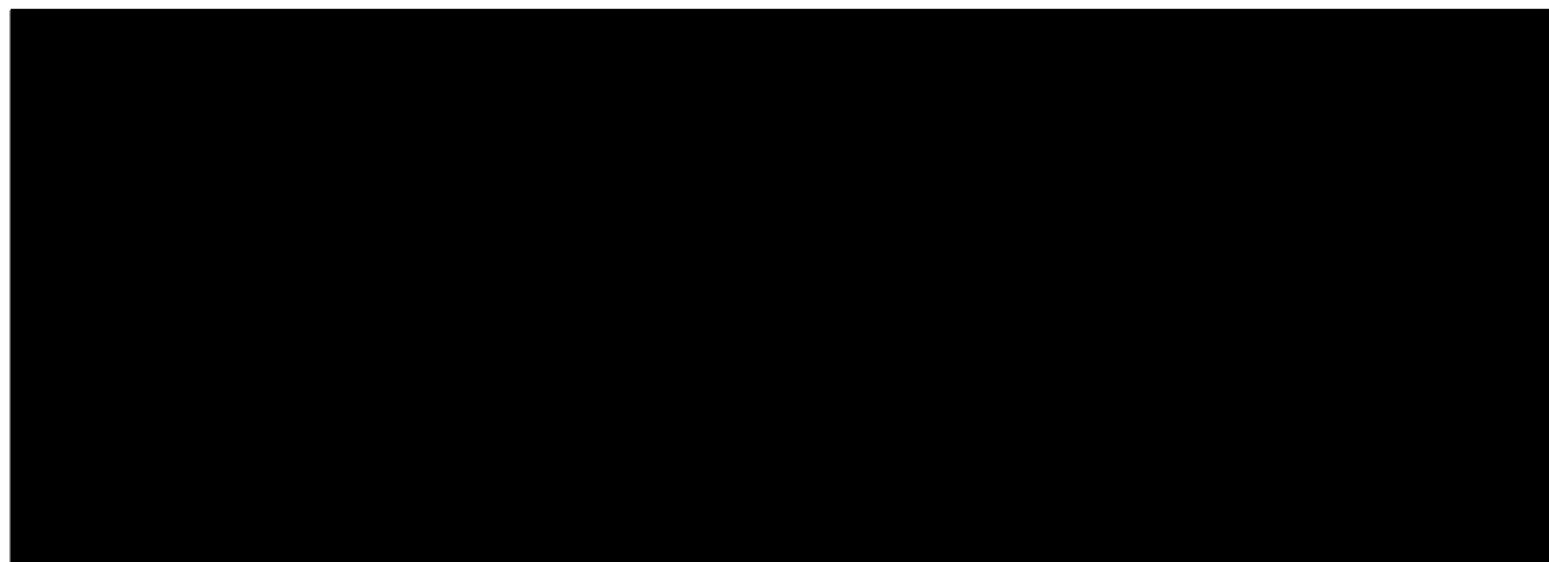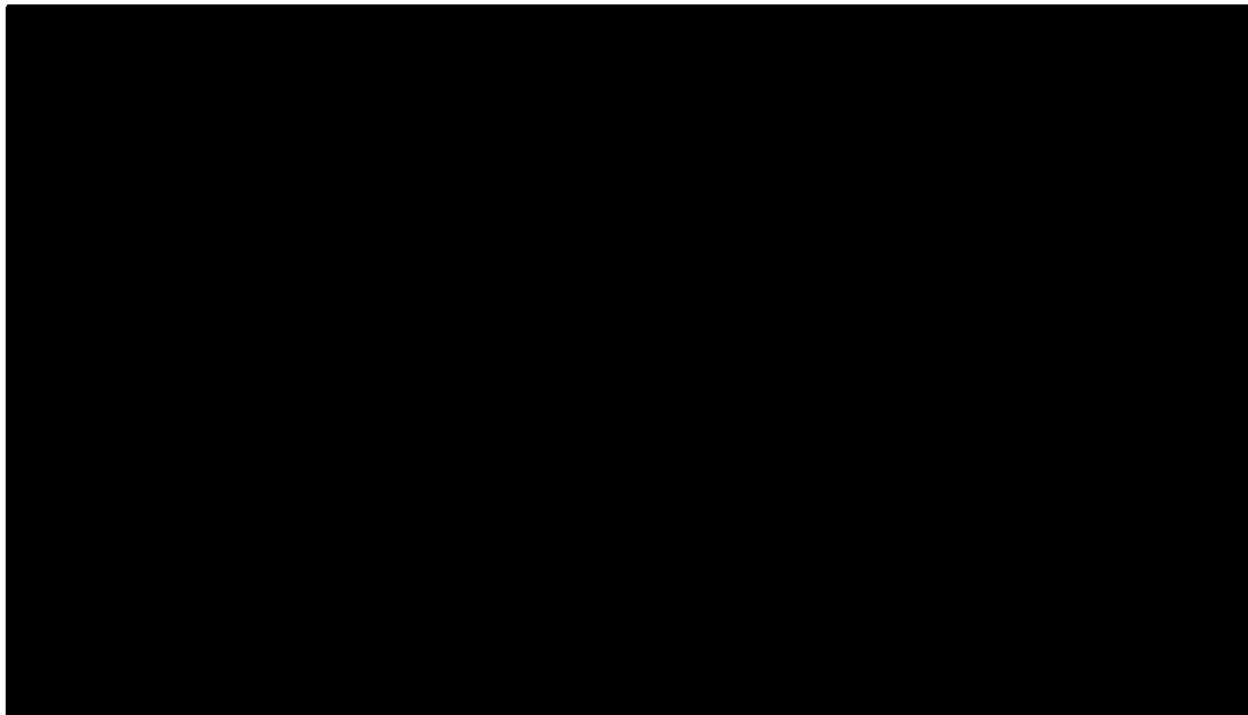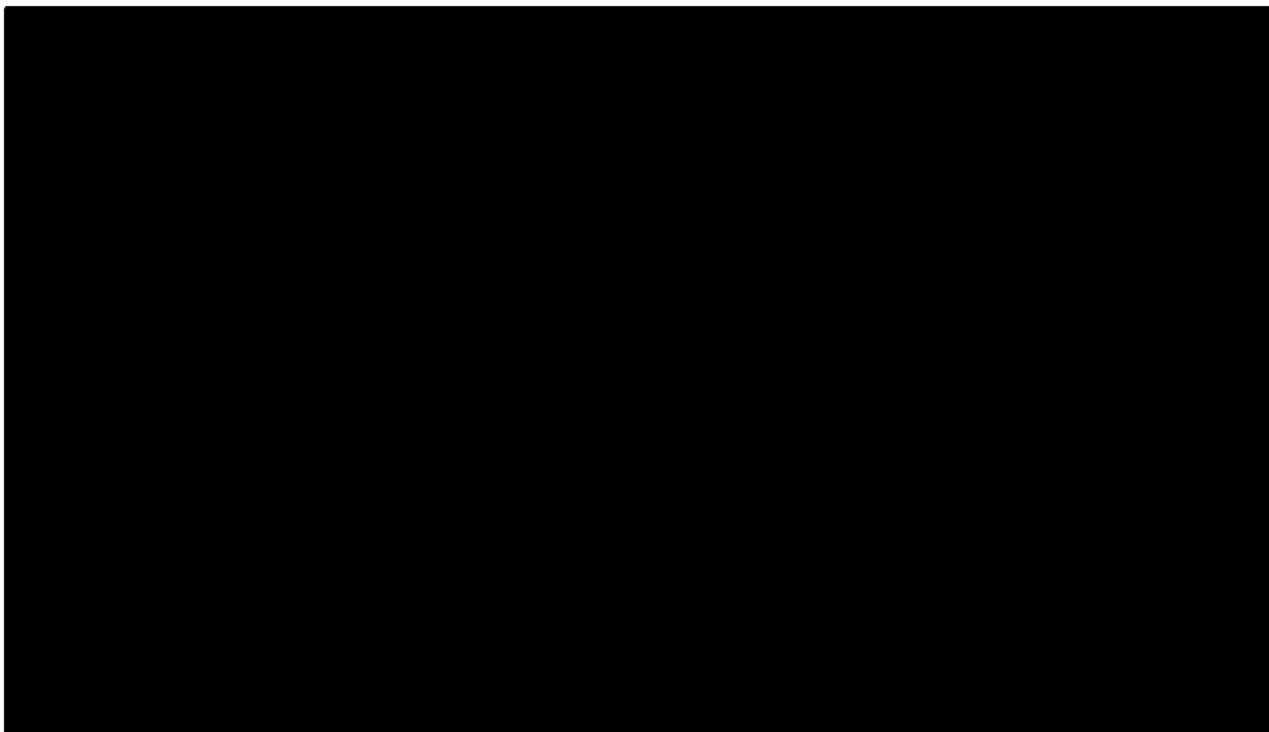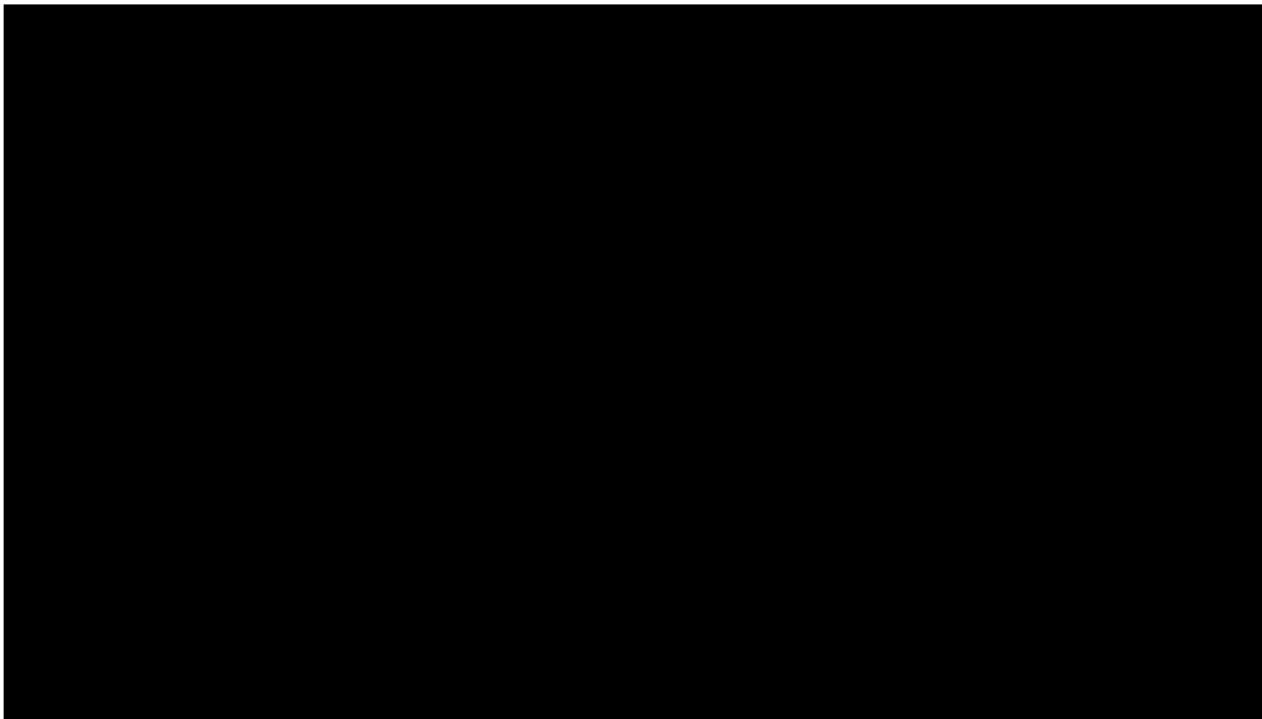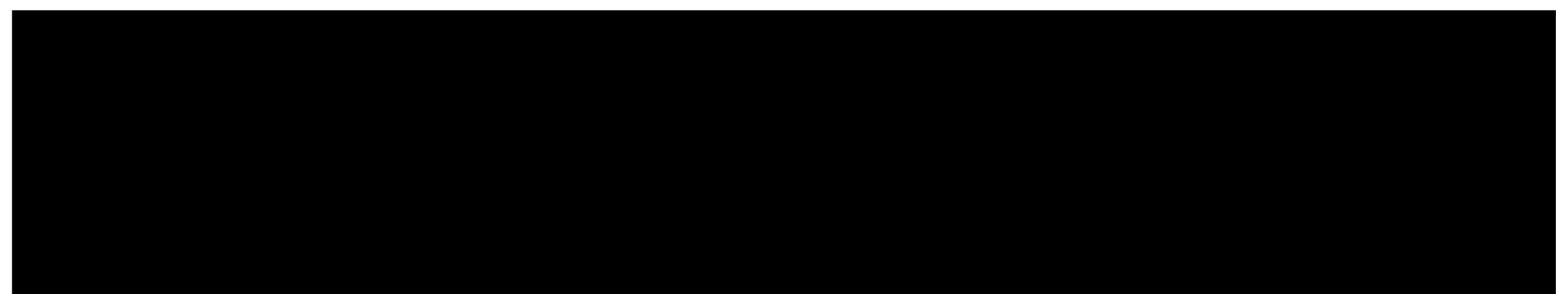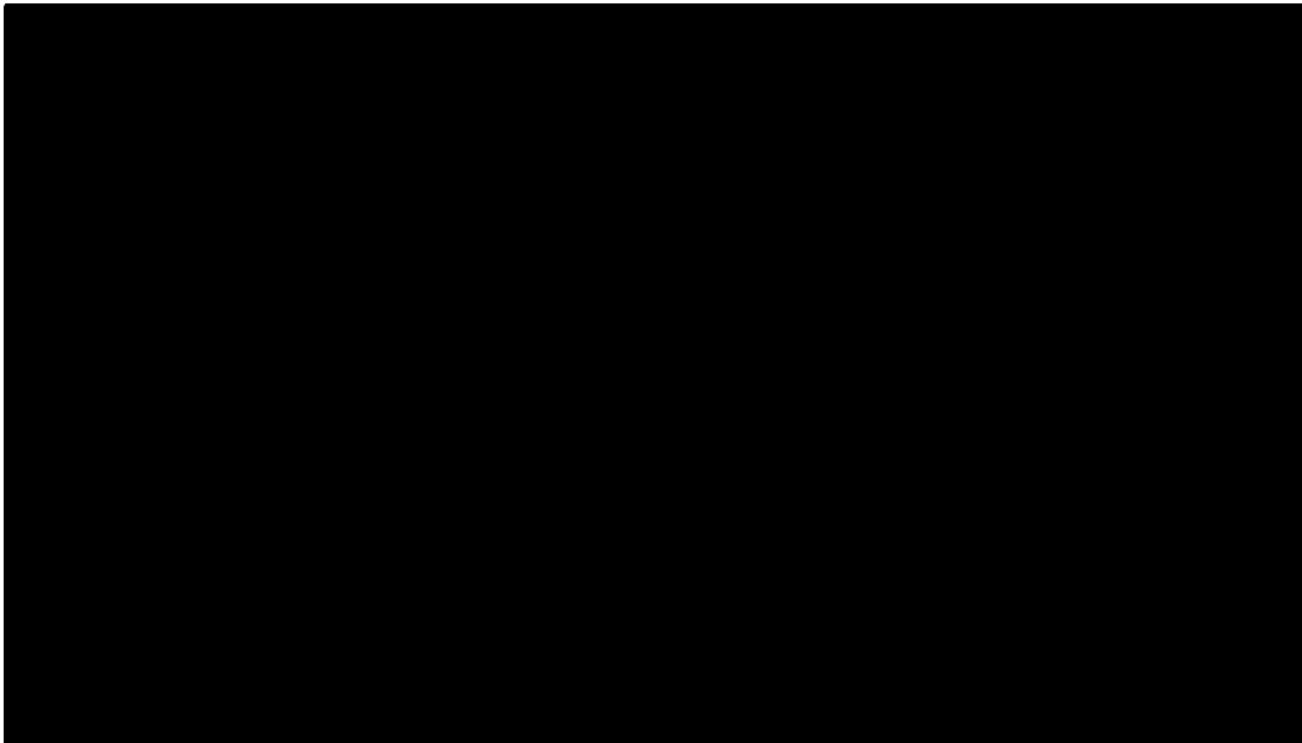
APPENDIX 1
State of Union Details

X-META Youth: Current state

Ex. B (Redacted), Page 26

Ex. B (Redacted), Page 26

APPENDIX 2
State of Union Details by App

Ex. B (Redacted), Page 28

Ex. B (Redacted), Page 28

Ex. B (Redacted), Page 29

Ex. B (Redacted), Page 30

Ex. B (Redacted), Page 31

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Ex. B (Redacted), Page 32

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Ex. B (Redacted), Page 33

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Ex. B (Redacted), Page 34

Ex. B (Redacted), Page 35
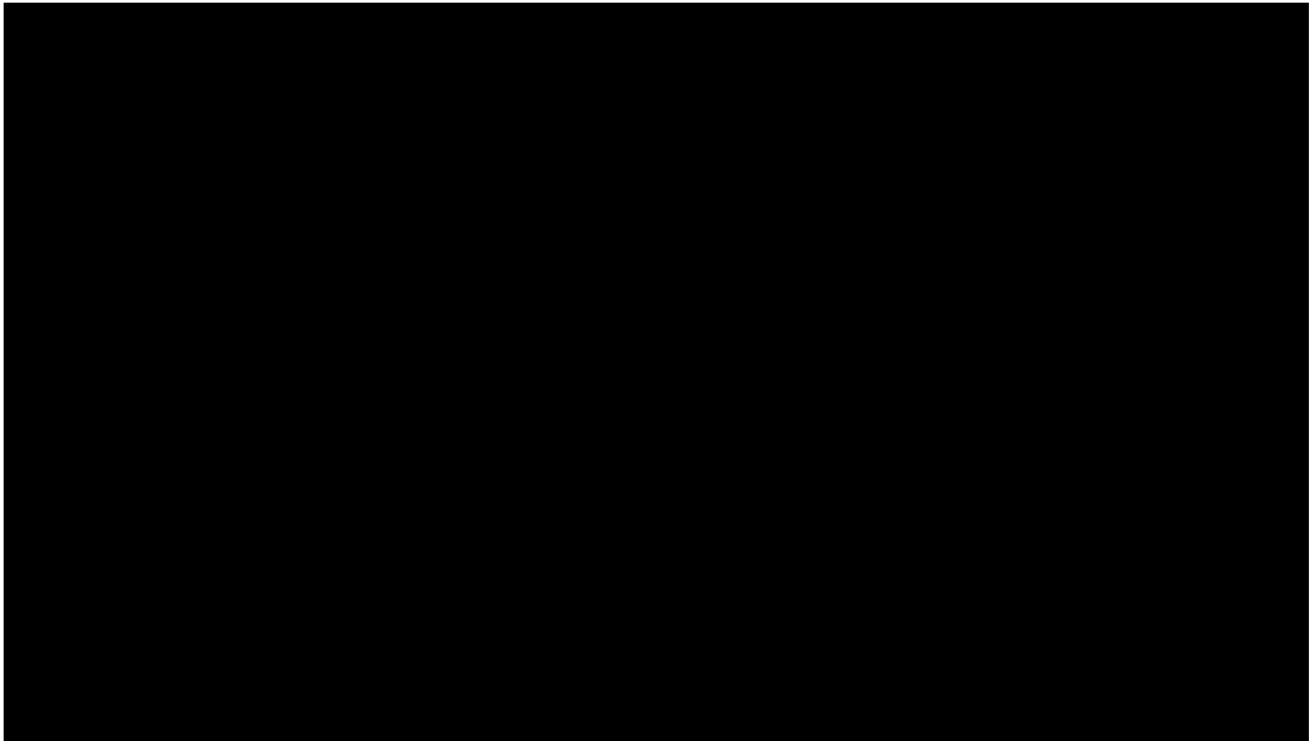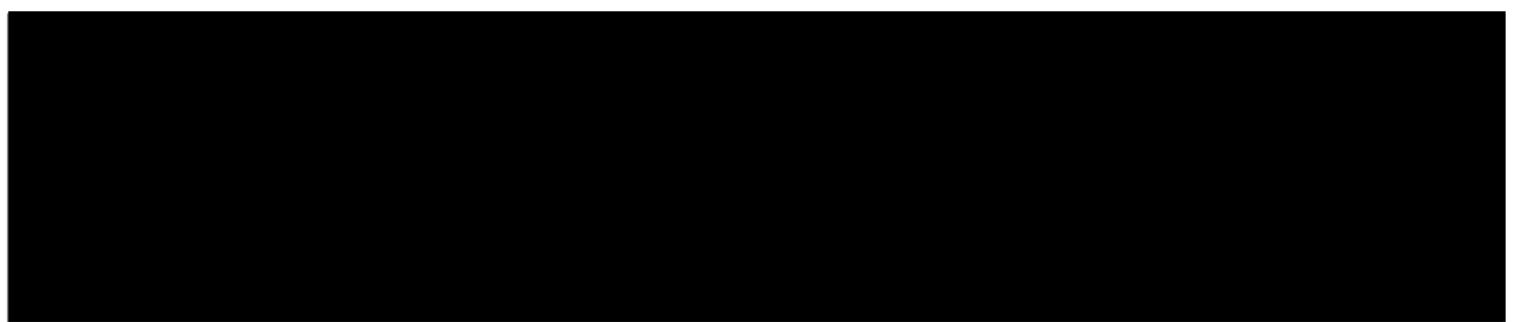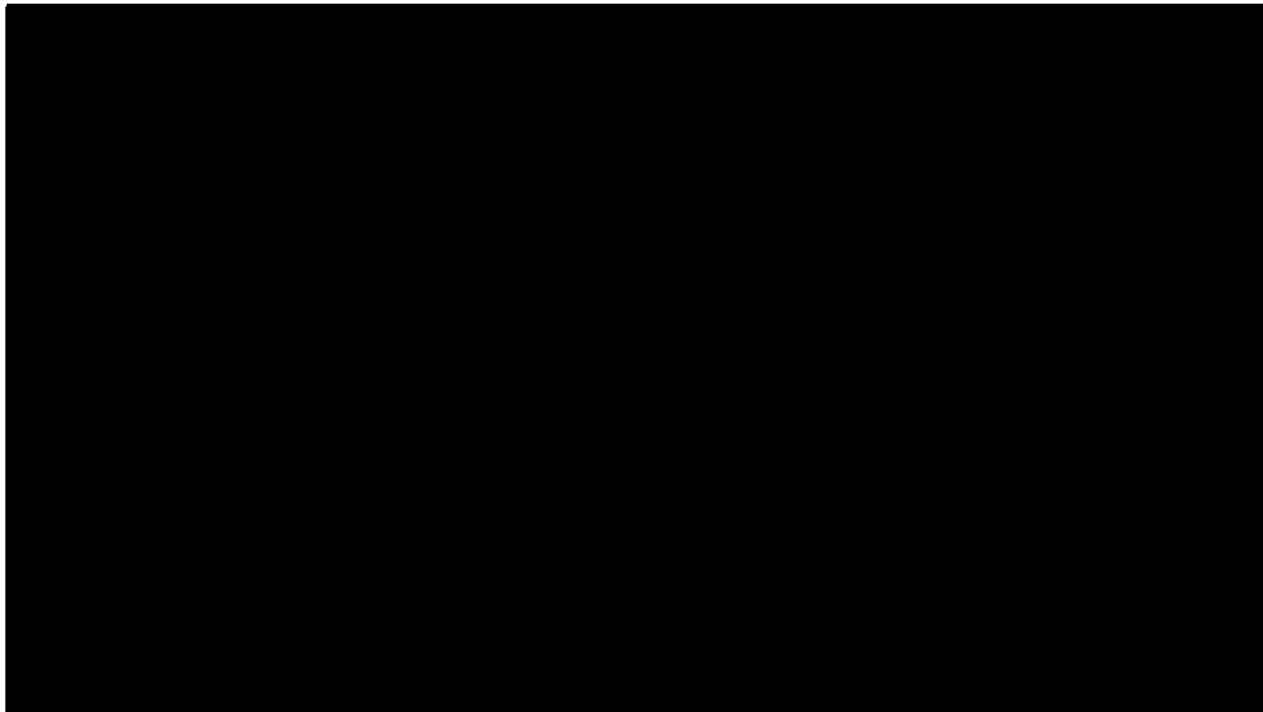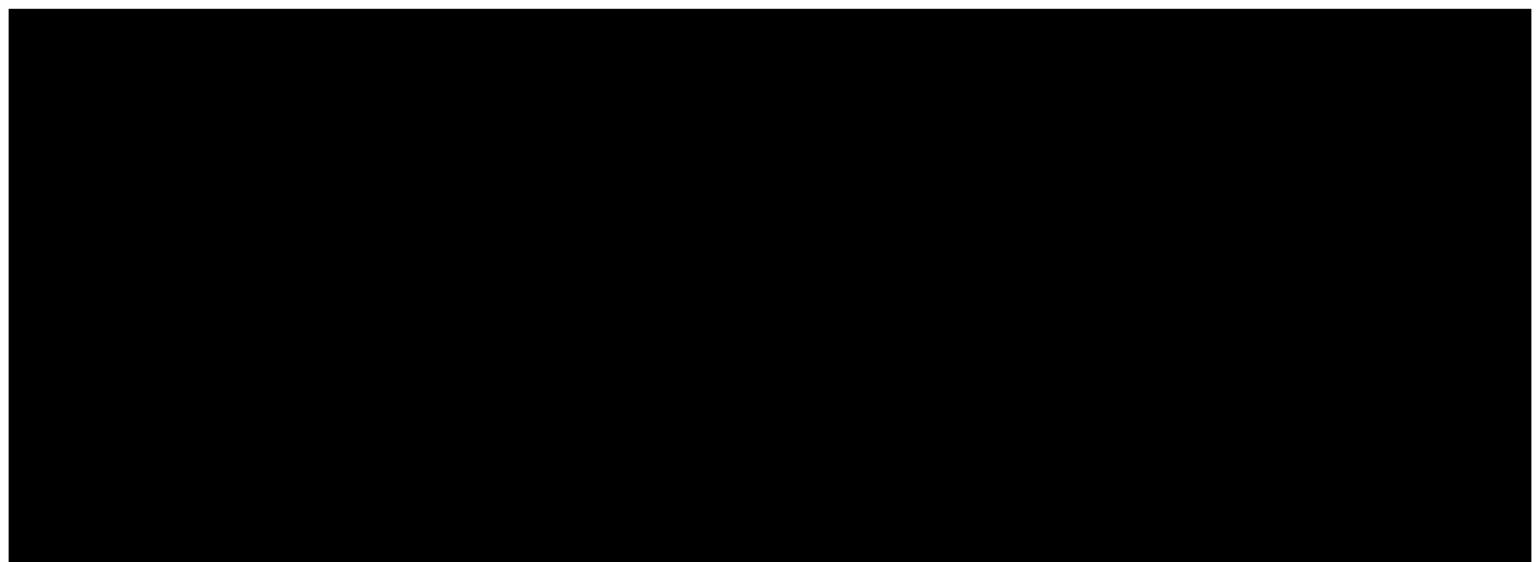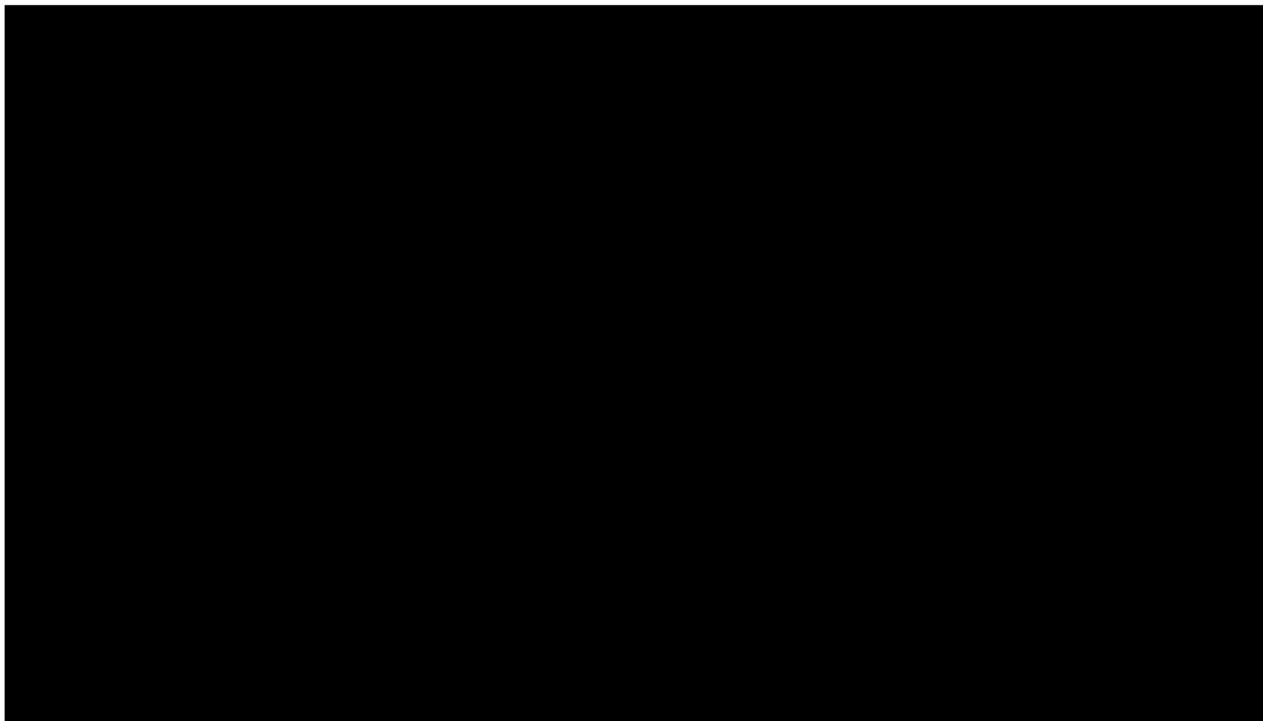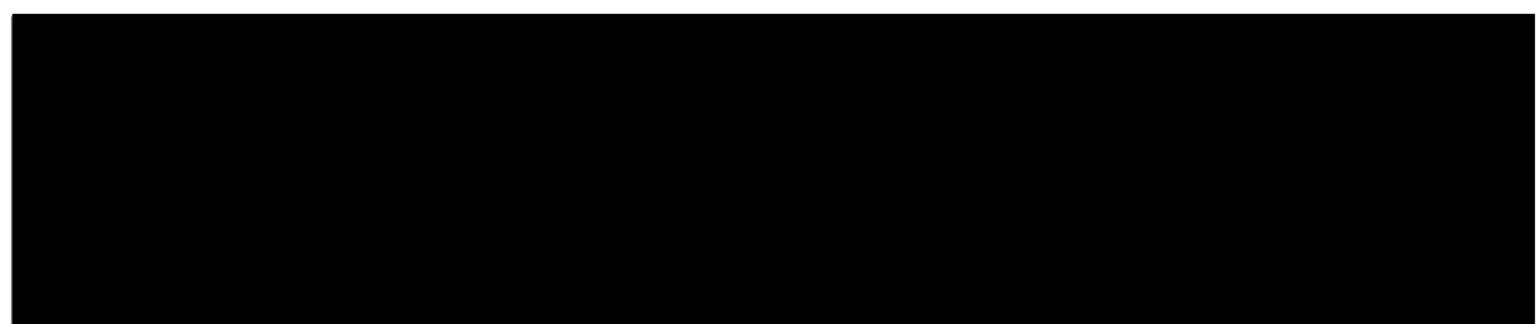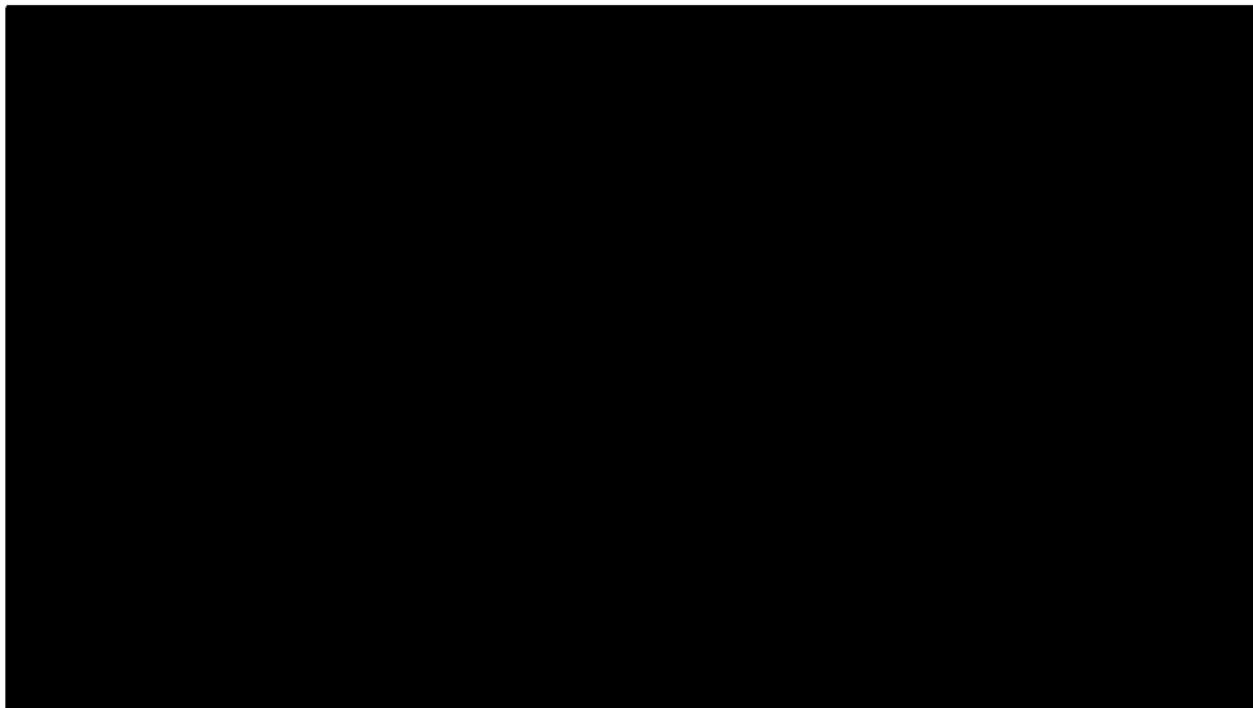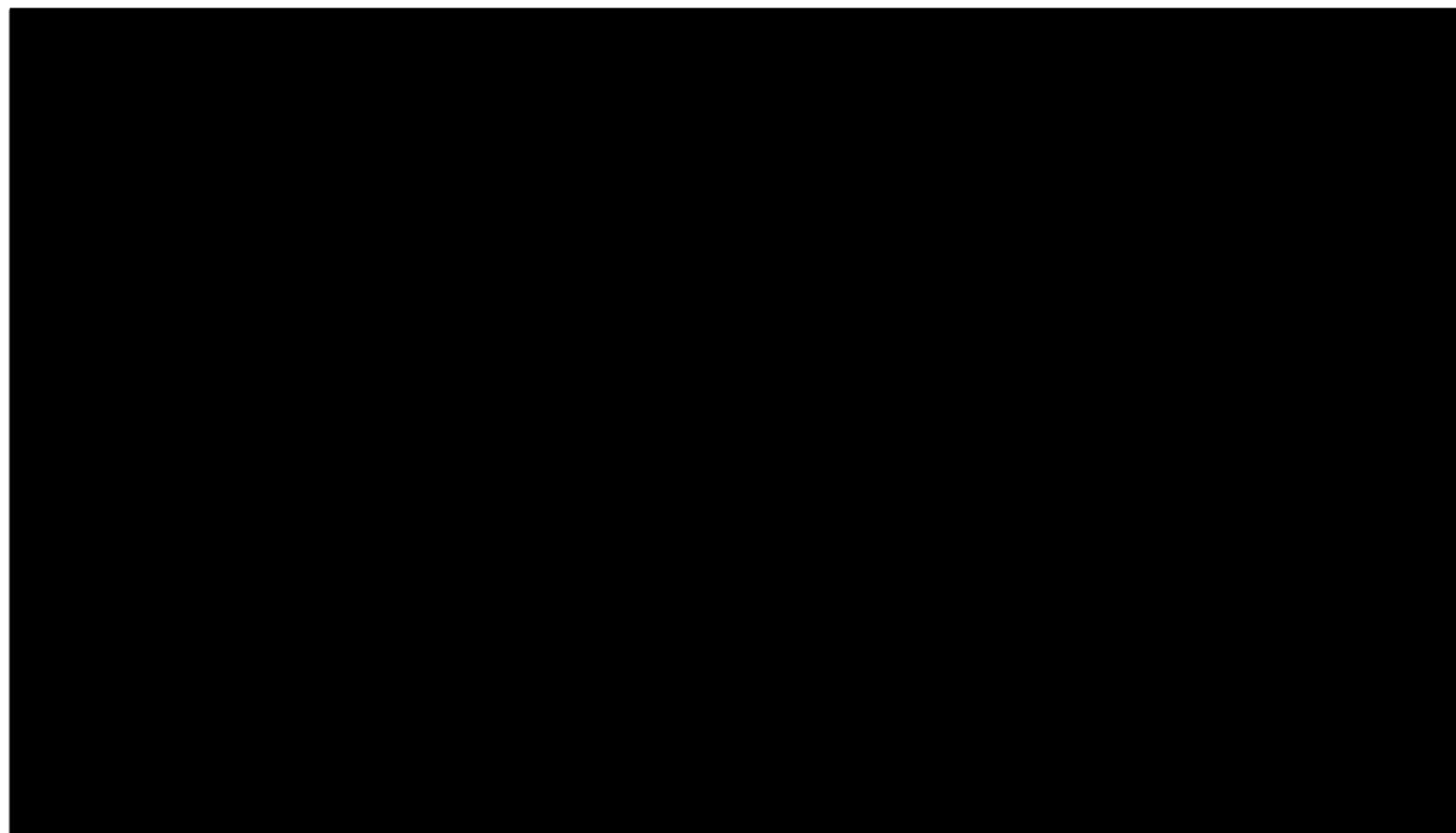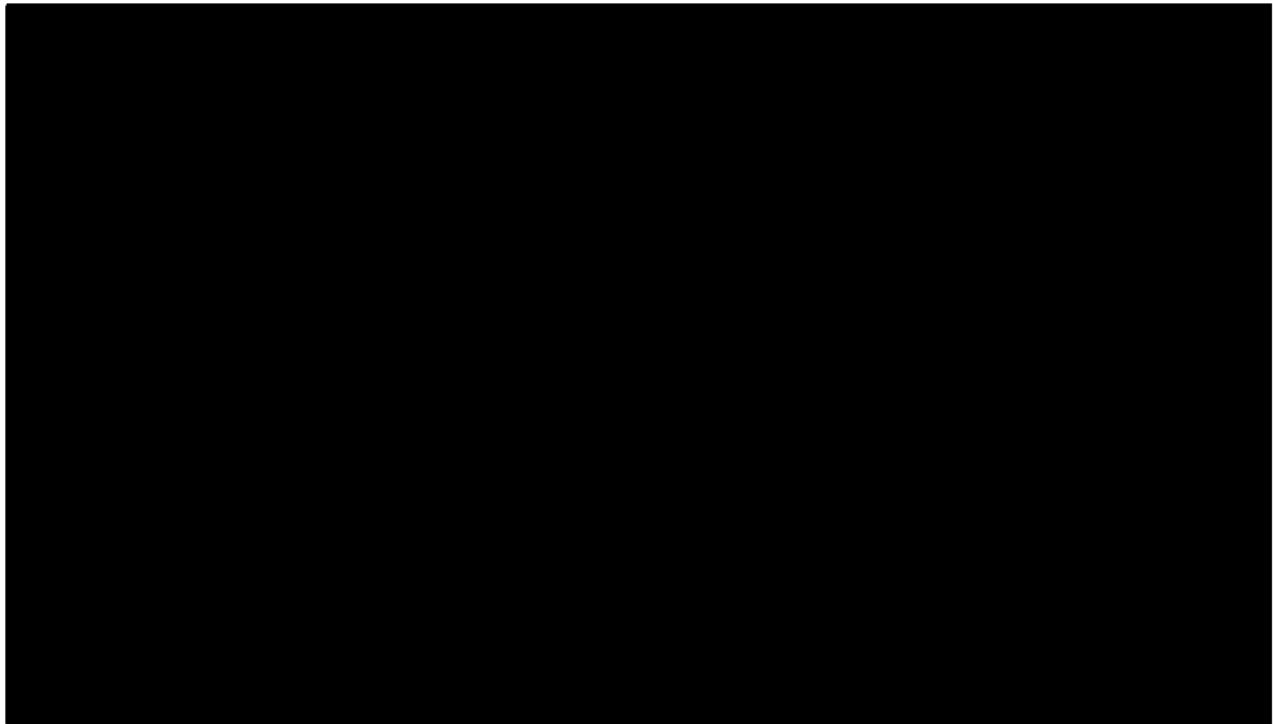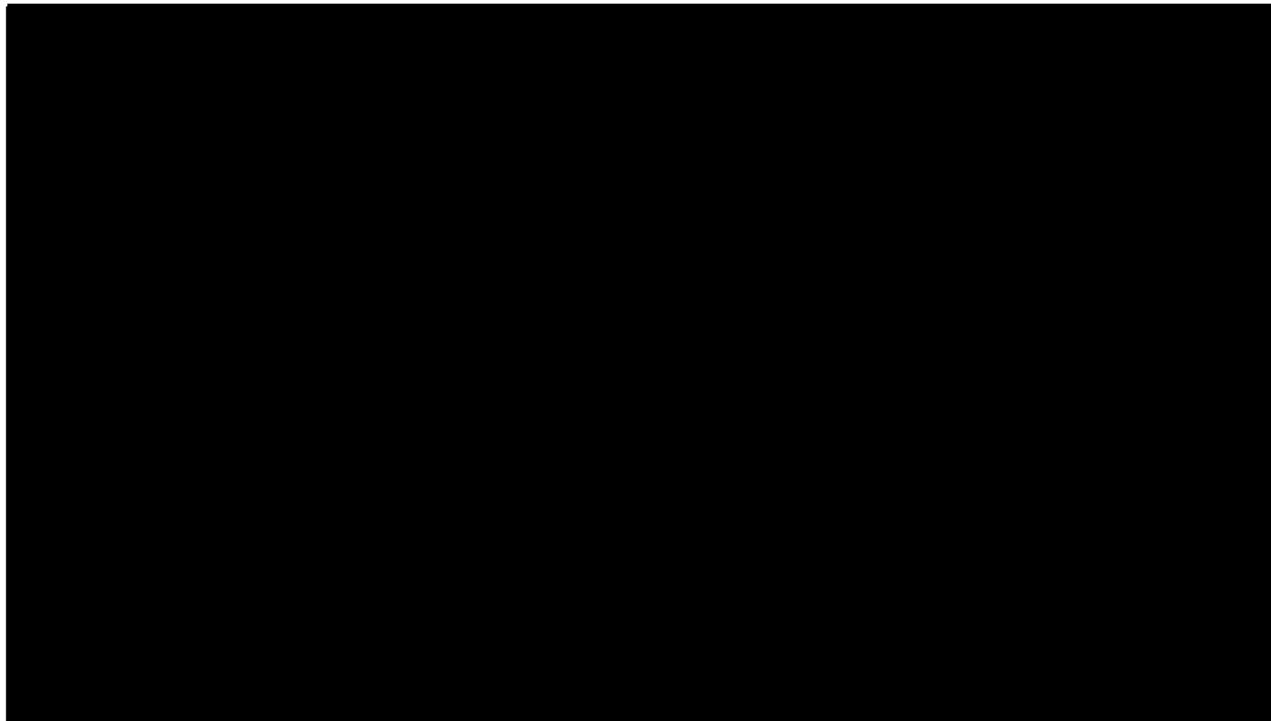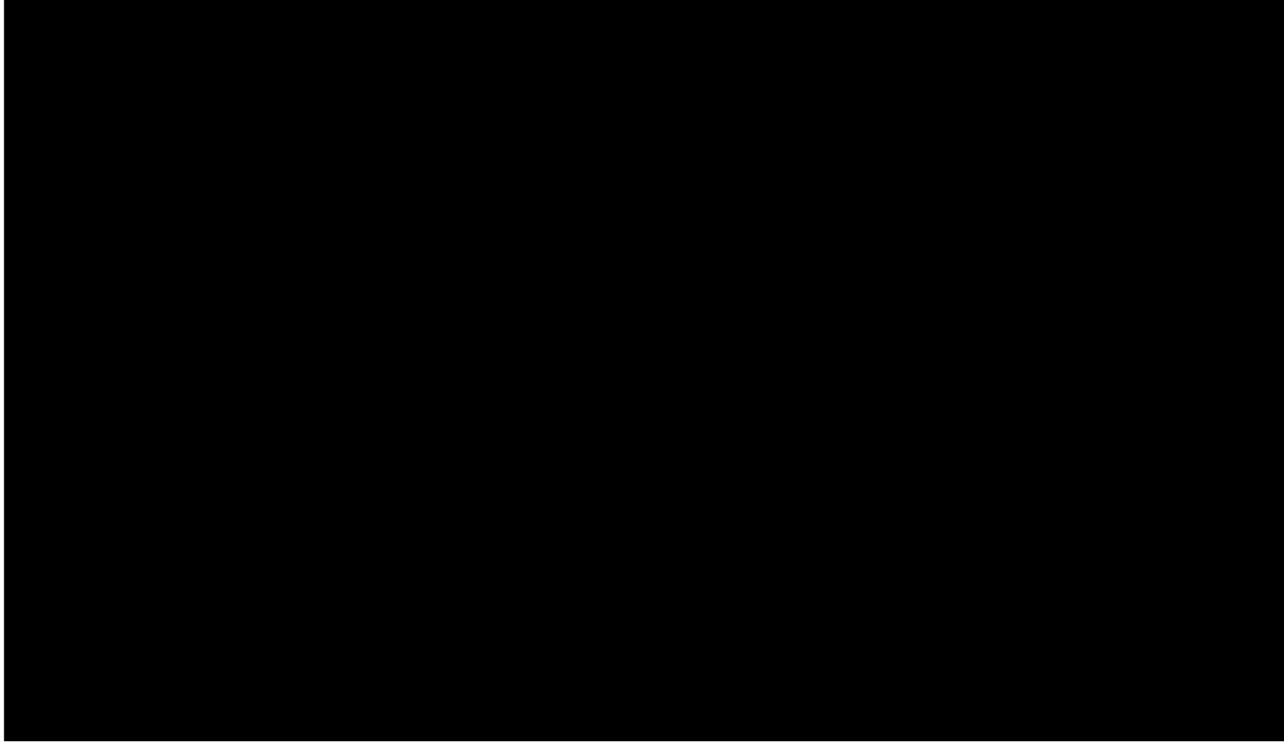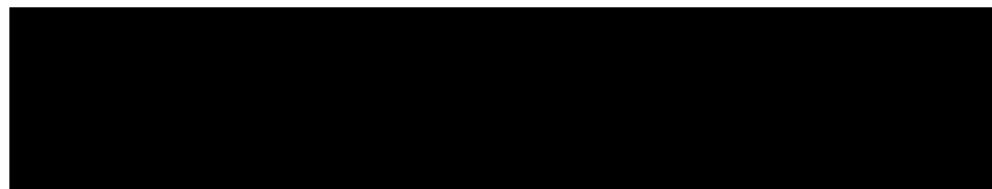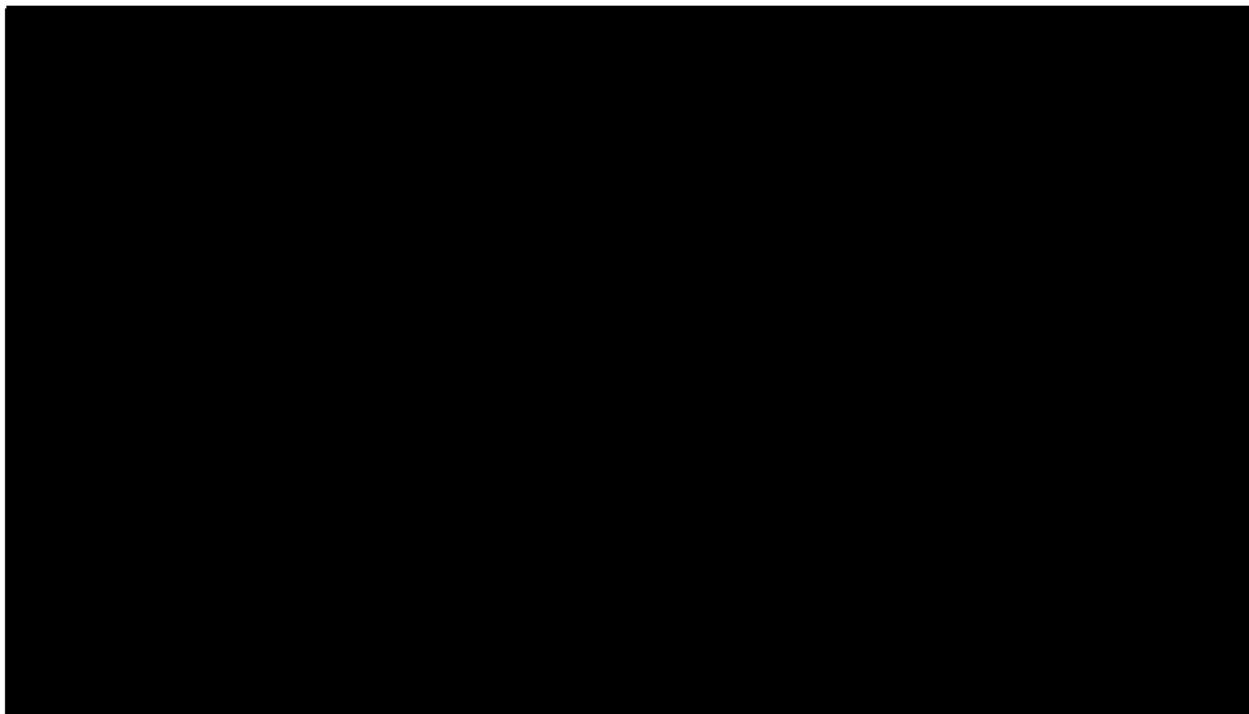
APPENDIX 4
Competitive Analysis

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Ex. B (Redacted), Page 38

Ex. B (Redacted), Page 39
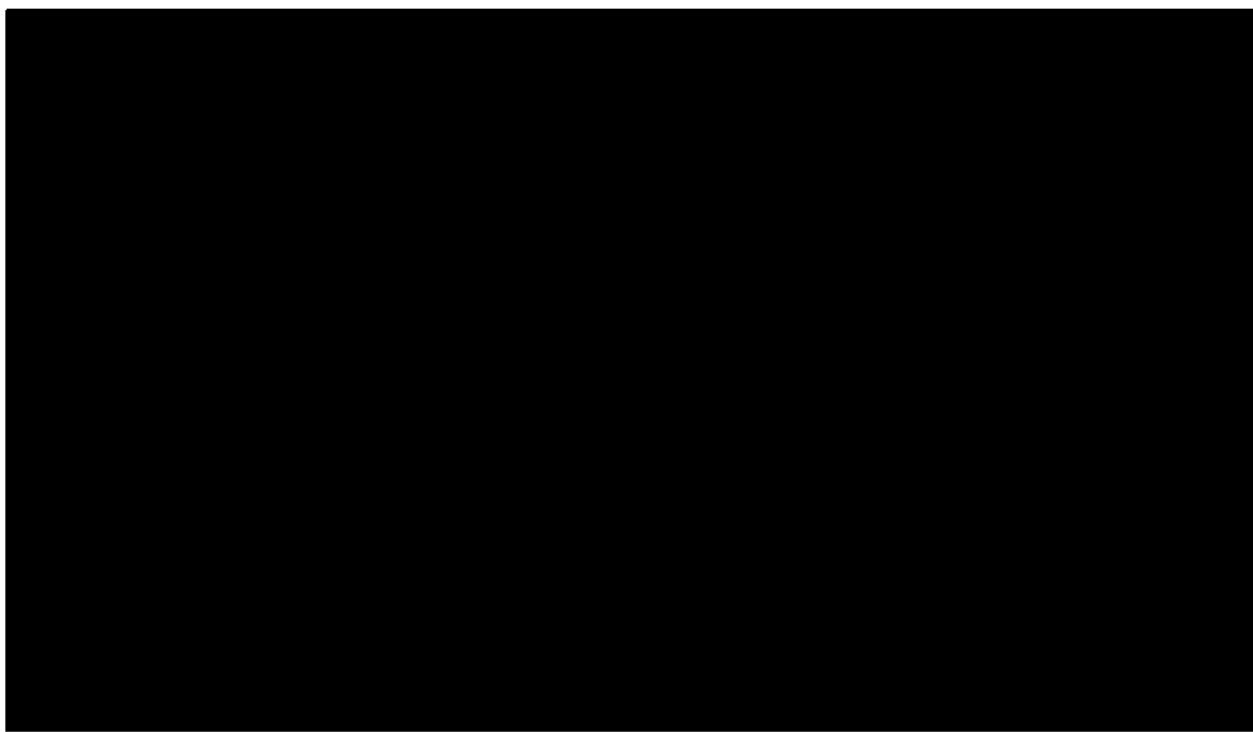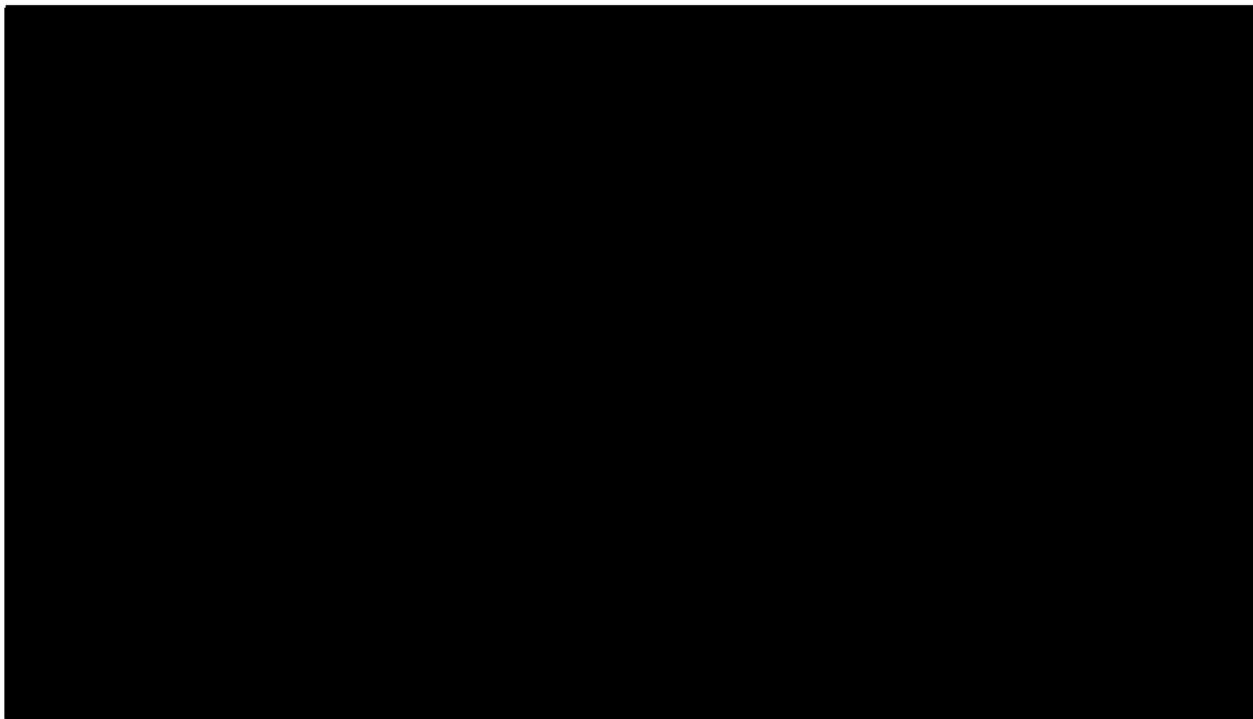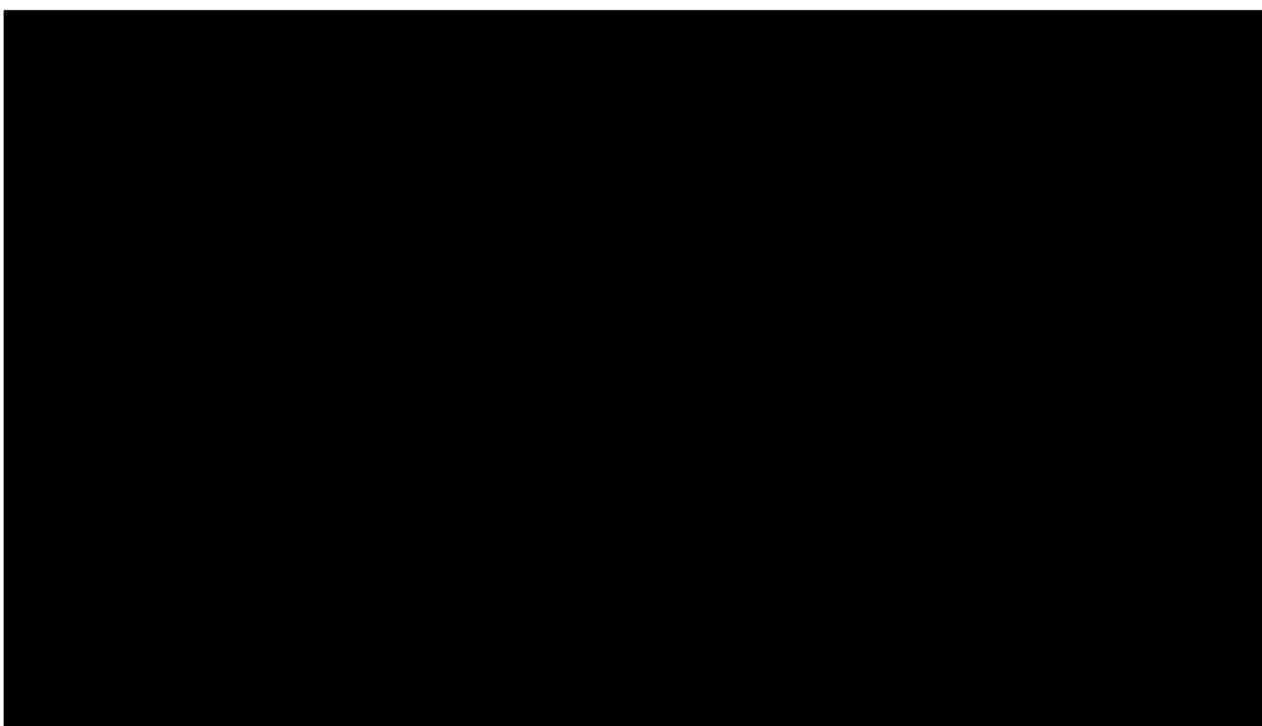
Additional Reference Documents

- Parental Supervision Strategy
- Age Appropriate Experience Strategy
- Youth State of Union Source of Truth
- Parent / Teen perception of Meta vs. Competition
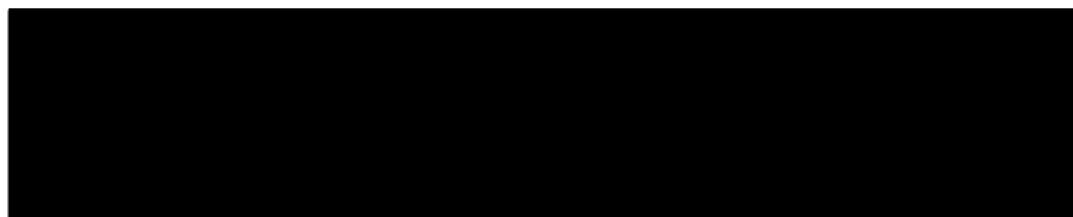
Graveyard

Youth X-Meta Planning Task Force:

Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.

Phase 1: Youth "State of the Union" (completed)
- Youth Framework
- State and gaps identified
- Northstar

Phase 2: Youth Plan & H2 Roadmap ⟵——— *Goal of today*
- Plan / Prioritization
- Trade-Offs / Staffing
- External Engagement

META3047MDL-085-00000312

Recap: Phase 1 (SOTU) – Executive Summary

- **Goal:** Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.

- ██

  Additionally, lost trust with parents is now top driver reported by teens for not joining Instagram.

- **Our Approach:** We've created a framework, informed by teens/parents/guardians, experts and existing/upcoming regulations, to evaluate our X-Meta products holistically. We collected the current state across all apps, in collaboration with leads from product/policy/central privacy/legal, and formed a gap analysis. Our next phase is to finalize a x-Meta H2'22 roadmap.

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x-Meta Youth: Current State

Ex. B (Redacted), Page 44

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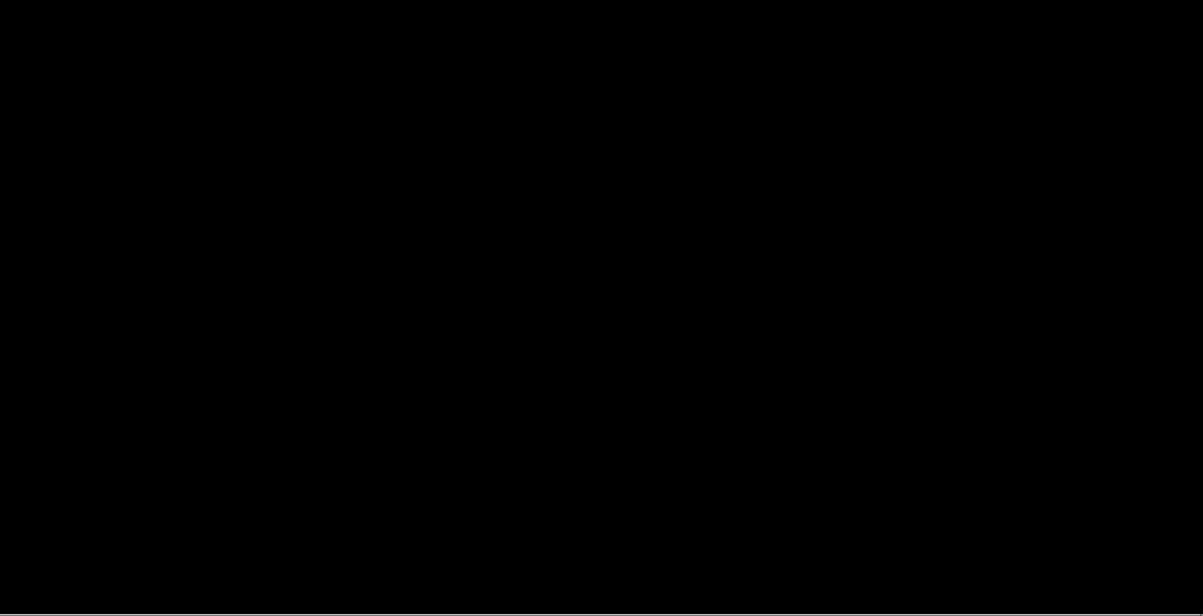
Recap: Phase 1 (SOTU) – Feedback

- Youth Standards expectations clarity
- Strategy

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

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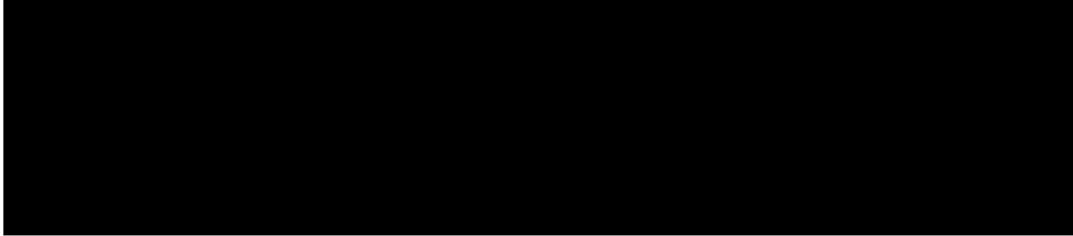
WIP Phase 1 Follow up

- Youth Standards expectations clarity
- Strategy

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

Ex. B (Redacted), Page 46   META3047MDL-085-00000316

Ex. B (Redacted), Page 47

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Ex. B (Redacted), Page 48

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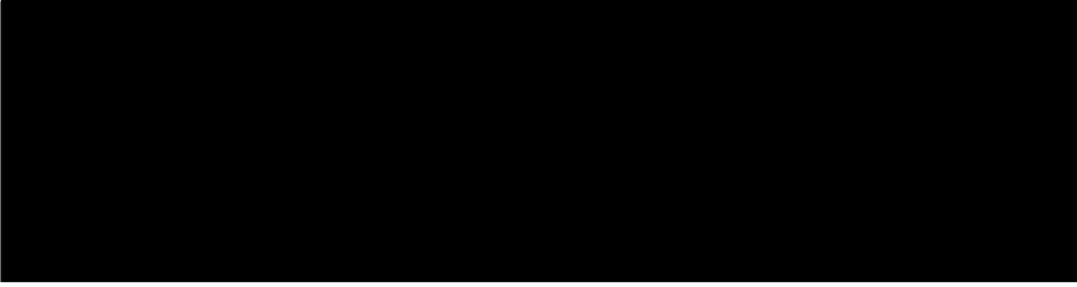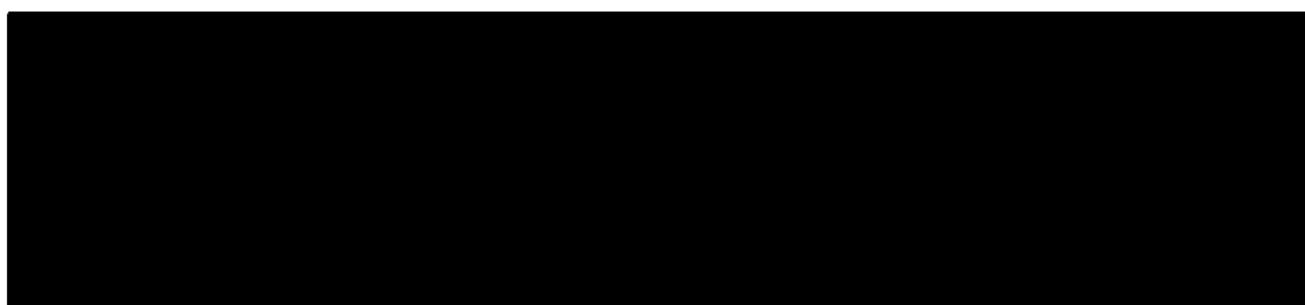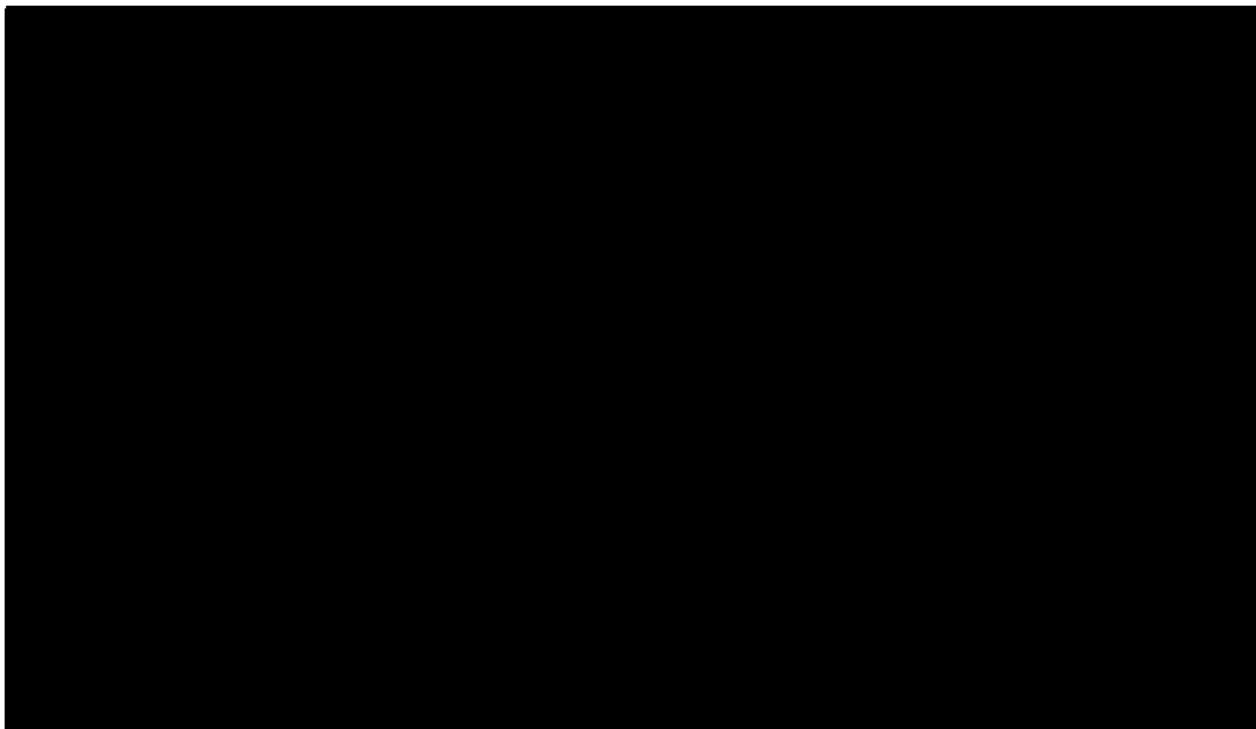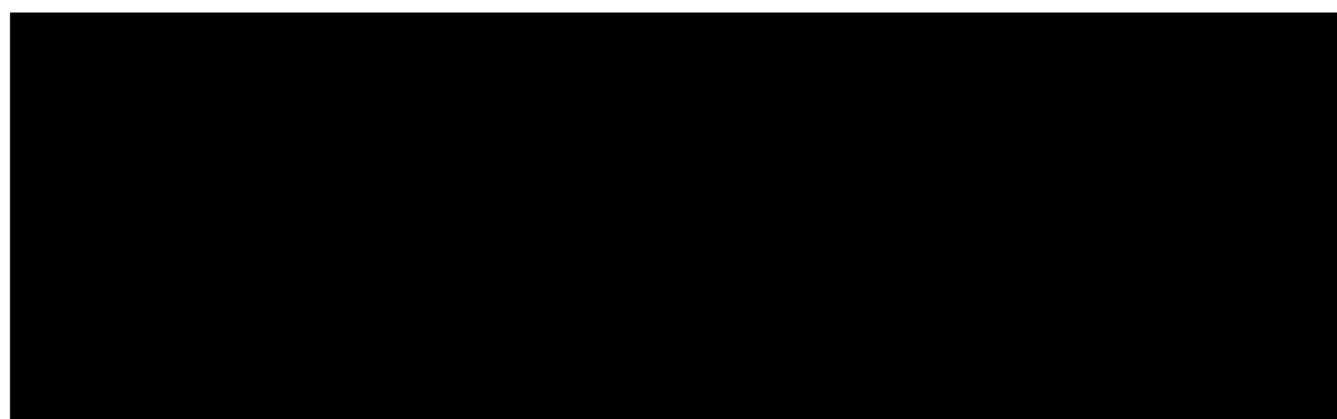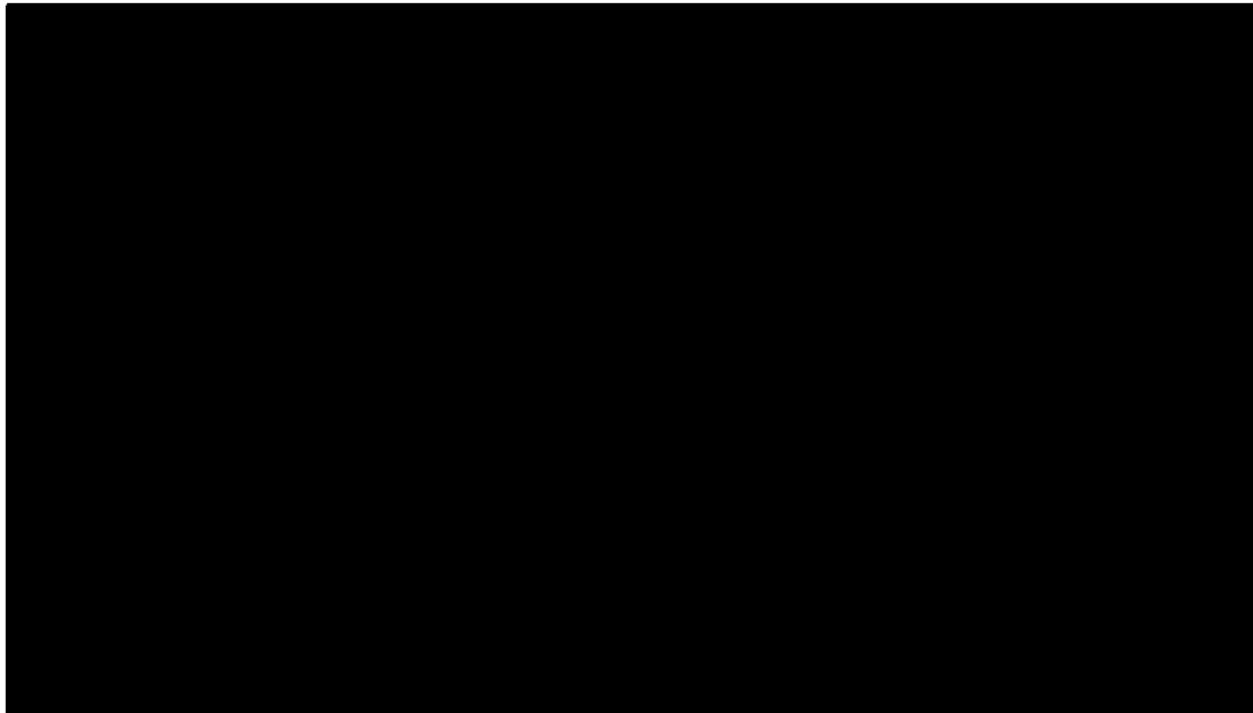
Phase 2 – Next Steps

- Plans – northstar and H2
- Staffing

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

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